

CONNECTING WITH OUR CUSTOMERS

Goal: Rowan Public Library promotes the public's awareness of the essential nature of its resources, services, and programs, and through exceptional public service provides a very positive experience for all its customers.

Program Summary

- ▶ *Dedicating ourselves and our staff to outstanding customer service.*
- ▶ *Responding to and anticipating customer requests*
- ▶ *Recruiting and hiring a diverse, professional, friendly workforce.*
- ▶ *Promoting effective communication.*
- ▶ *Training staff continually.*
- ▶ *Promoting the Library, its services, and collections to the public.*

Objective 1: Increase communication of overall library services to current as well as new county residents by producing and distributing a services brochure by the end of FY2004.

Desired outcome: Current residents as well as new residents will be more aware of the services provided by the library.

Activity A: Design, print and distribute brochures to every new library cardholder at the time of registration by FY2004.

Activity B: Distribute brochures at civic club meetings and at community festivals by FY2004.

Responsibility: Publicity Committee
Management Team

Cost: \$2,000 - \$3000

Objective 2: Develop and implement by 2005 a marketing campaign that will focus on the reliable information, services and program opportunities at the library.

Desired outcome: Current and potential library customers will be more aware of the quality and variety of library services provided.

Activity A: Identify all available information outlets including radio, billboard and newspapers by FY2004.

Activity B: Identify target areas for marketing services and programs by FY2004.

Activity C: Select and hire a marketing firm to develop campaign by FY2005.

Objective 2 (continued)

Activity D: Produce marketing materials, insuring that they are appropriately multi-lingual by 2005.

Responsibility: Publicity Committee
Library Management Team

Cost: \$20,000 estimated

Objective 3: All patrons and customers will be greeted upon entering the facilities by FY2004.

Desired outcome: Library customers will feel welcome when entering a library facility.

Activity A: Identify, employ, and train customer-oriented staff on an as-needed basis.

Activity B: Train the existing staff to insure consistency by FY2004.

Responsibility: Management team
All staff

Cost: Annual operating budget

Objective 4: Improve internal communications about upcoming programs, events, and other relevant information by FY2004

Desired outcome: Library Staff will be better informed about library programs, events, services, activities, policies, and procedures.

Activity A: Inform staff of upcoming programs, events and other pertinent information at regularly scheduled staff meetings in all divisions by FY2004

Activity B: Expand the staff newsletter to include a schedule of upcoming programs and events, and other relevant information by FY2004.

Activity C: Make regular morning announcements of upcoming programs and events at all library service outlets by FY2004

Responsibility: Management team
All supervisors

Cost: Annual operating budget